Additional Avenue Configurations

Prepare Devices for Use in Avenue Windows

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Tags	Avenues, Photography, Gaming, Creativity, Windows

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Overview

The Avenue was created as a way of enhancing the Apple Store from a physical space with products and experiences to a space that it can interact with our customers.

We drove to invite people to be inspired. Not only to learn about Apple products and services, but also to learn about art, music, technology, culture, and lifestyle.

Avenues are an ecosystem of Apple products, services, and store experience offerings. We use these pillars to focus on the following;

Accessories
A functional display of our most popular Apple and third-party accessories.

Ecosystem Exploration
To experience how our products work together to enrich customers' lives.

Apple Passions
Telling stories about Apple's values and passions, even if these are expressed through other people. (Such as 30 years of Mac, Environment, Music, Photography, Architecture, Art.)

Campaign Stories
Displays for showcasing current campaign/product imagery.

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Configuring a Mac mini in the Avenue

Vintage D stores are allocated a specific number of units for use in store. Reference the ISU Calculator for approved part numbers and totals for your store.

Prerequisite: These Macs must be running the latest version of OS X (unless otherwise instructed via RetailMe).

Setup Assistant

1. Select Preferred Language, then click Advance arrow or press Return.
2. Select Region based upon locale, then click Continue.
3. Select Keyboard Configuration as applicable, then click Continue.
4. From available Wi-Fi Networks list, select "Other," then enter "Apple Demo" and the appropriate password. Then click Join. (If you do not have the password, please refer to pass.apple.com from a BOH Mac.)
5. Select "Don't transfer any information now" from given options, then click Continue.
6. Select the box to "Enable Location Services on this Mac", then click Continue.
7. Select "Don't sign in" from given options, then select Continue. When dialogue window appears, select "Skip" to advance to the next screen.
8. Agree to the Terms and Conditions by selecting "Agree" then clicking the "Agree" button which populates afterward.
9. Create User account with the following credentials:

    Full Name: Enroll

    Account Name: enroll (This will populate automatically.)

    Password: apple

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9. Keep all checkboxes selected and select Continue.
10. On Diagnostics & Usage page, keep all checkboxes selected and select Continue.

Enrolling the Mac/Installing Self-Service

1. Launch Safari, navigate to the following URL:

   https://retailjss.apple.com/enroll

2. Log in with your LDAP credentials. Your LDAP username is typically the username before @apple.com portion of your internal email address.
3. Click Enroll.
4. Click Download to begin download of QuickAdd.pkg.
5. Once completed, click Downloads on Dock, then while holding Control, select QuickAdd.pkg which will launch the Installer.
6. Select Continue in Installer dialogue window.
7. By default, application should be directed to install on Macintosh HD. Click "Continue."
8. Select "Install" in lower-right corner to prompt Admin authorization.
9. Enter User credentials for "Enroll" as previously listed, then click Install Software.
10. Once installation completes, the Mac will reboot automatically. At login screen, enter Enroll credentials and use Spotlight to launch Self Service.

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Apply Avenue Mac Base Configuration

1. Log in with your LDAP credentials in given username and password fields in Self Service.

   Important: You may be presented with a "Demo Systems Core Package" policy when first launching Self Service. If this policy is available, you will need to complete it to continue to the next step.

2. In the Available Configurations section, select Configure beneath the "Avenues Mac mini" configuration option. Click Configure when prompted again.
3. Allow the Mac to restart on its own. If it does not restart on its own, click Restart.

Install Essential Assets via Self Service

1. The Apple User will log in automatically.
2. Launch Self Service using Spotlight and log in with your LDAP credentials.
3. Under the Essential category, select the relevant policy for the area where the Mac will be placed.
   - For example, the "Creativity Window Configuration" would be installed on the Mac mini being used in that Window.
4. Click Configure beneath the policy.
5. This may take some time to complete.

The bar in Self Service should not be considered a progress bar.

If the Essential category is not visible in the Categories, you may move on to the next section.

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Configuring iOS Devices for the Avenue

In certain cases, an Avenue will utilize specifically configured iOS devices to provide a unique experience within the Apple ecosystem.

On your Visual Merchandising Portable, log in to the Apple TV user. From here, launch Self Service and ensure that all policies in the Avenue Configurations Category have been installed. If this category is not visible, run "Check for Updates".

iOS devices must be fully restored to Factory Settings. Follow the steps below before configuring the device with Apple Configurator 2.

Restore iOS Device Using iTunes

1. Make sure the iOS device is not connected to the Visual Merchandising Portable. If so, disconnect it.
2. Launch iTunes.
3. Turn off the iOS device.
4. Connect the iOS device to the Visual Merchandising Portable with the Home button held down. iTunes will recognize the device in recovery mode.
5. Restore the iOS device to factory settings following the instructions on screen.
7. Once complete, quit iTunes

Do not complete iOS device setup! The iOS device must remain at the "Hello" screen when connected to the Visual Merchandising Portable in order for Configurator 2 to apply the required Blueprints.

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Using Self Service to Apply Device Configurations

We have automated the process for configuring iOS devices within the Avenue. **It is paramount that the device is left at the "Hello" screen after the restore.**

Gaming Window iPad (Featured Gaming App Set)

*** **Do not use device until all Blueprints have installed.** ***

1. Launch Apple Configurator 2 via Spotlight.
2. The device will appear in the window, select the iPad.
3. Click the Blueprint drop-down icon and select the "Apple TV Gaming iPad" Blueprint which will enroll the device automatically.
4. Click Apply when prompted.
5. Once this is complete, click the Blueprint drop-down icon again and select the "Apple TV Gaming iPad - 2" Blueprint, which will install the configuration profile.
6. Click Apply when prompted.
7. Finally, click the Blueprint drop-down icon and select the "Apple TV Gaming iPad - 3" Blueprint, which will install the featured applications.

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*GameVice iPad (Automatically Locked into featured App)

1. Connect the iOS device to the Visual Merchandising Portable.
2. Launch Self Service via Spotlight.
3. Select the iOS Device Configuration category from the right column.
4. Under the "GameVice Configuration" policy, click Configure. This will take some time to complete.

*Creativity iPad (Includes Pricing App)

1. Connect the iOS device to the Visual Merchandising Portable.
2. Launch Self Service via Spotlight.
3. Select the iOS Device Configuration category from the right column.
4. Under the "Creativity Window - iPad" policy, click Configure. This will take some time to complete.

*Moment iPhone (Automatically Locked into featured App)

1. Connect the iOS device to the Visual Merchandising Portable.
2. Launch Self Service via Spotlight.
3. Select the iOS Device Configuration category from the right column.
4. Under the "Photography Window - Moment iPhone" policy, click Configure. This will take some time to complete.

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*Polaroid iPhone (Automatically Locked into featured App)

1. Connect the iOS device to the Visual Merchandising Portable.
2. Launch Self Service via Spotlight.
3. Select the iOS Device Configuration category from the right column.
4. Under the "Photography Window - Polaroid iPhone" policy, click Configure. This will take some time to complete.
5. After installation, launch the Polaroid Zip app on the iPhone. Select My Zip.
6. Tap "Device Manager" and change the Auto Shutoff setting to Never.
7. Quit application settings.

*Tangram iPad (Automatically Locked into featured App)

1. Connect the iOS device to the Visual Merchandising Portable.
2. Launch Self Service via Spotlight.
3. Select the iOS Device Configuration category from the right column.
4. Under the "Gaming Window - Osmo iPad" policy, click Configure. This will take some time to complete.

Final Configuration Steps (excluding Gaming Window iPad)

1. "Update Complete" will appear on screen, tap Continue.
2. On the Configuration screen, "Apple Retail Demo can automatically configure your iPad" will appear, tap "Apply Configuration" then "Next" when prompted. iPad will take a moment to install configuration.
3. Tap Get Started on the Welcome screen. Apps should begin loading automatically.

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Configuring Apple TV for Gaming

Before Apple TV can be used for demo in store, it must first be restored to the latest version of tvOS.

On your Visual Merchandising Portable, log in to the Apple TV user.

Connect the Apple TV to power and then to the Visual Merchandising Portable using a USB-C to USB Cable (partner with Genius team to borrow this cable or expense, if necessary). Then follow these steps:

1. Connect the Mac to FOH Ethernet via a Thunderbolt Adapter.
2. Launch Self Service using Spotlight. Log in using your LDAP credentials.
3. In the Essential category, run all available policies, especially for Apple Configurator 2. If Configurator is not updated, the next policy will not be visible.
4. Connect Apple TVs to the Visual Merchandising Portable. You are able to configure multiple devices simultaneously.
5. In the "iOS Device Configuration" category, click Install beneath the "Apple TV Gaming Setup" policy. This may take some time to complete.
6. The Apple TV will automatically complete its restore to Factory Settings and installation of region-specific applications.

Once complete, Apple TV should be configured as in the *Apple TV Demo* material. Lastly, the Configuration URL will need to be modified before activating Demo Mode. It should be entered as follows:

http://atv.demos.apple.com/XX-xx-gaming

Where "XX-xx" will be the country code, such as "us-en."

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